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October 21, 1977

Messrs. M. Crohn
E. Pepples
A. Holtzman
J. Greer

Gentlemen:

Herewith is a draft of a proposal to cover point-of-sale material with a covering memorandum which Arthur Stevens and I hope will be self-explanatory.

Very truly yours,

Arnold Henson

AH:sla
Enclosures

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